

LEO BURNETT U.S.A.

A DIVISION OF LEO BURNETT & COMPANY, INC.

Ad No. 152 - (15 30798-100382) - Reg. No. 85678 - Page, 4/c (9 3/4 x 13 1/4 inches)

Printed in U.S.A.

Supplements, 1985

New Players Lights 25's because...

● You get 5
extra cigarettes
at no extra cost.
On the house. ●



Count 'em.

25

premium quality
cigarettes
for the price of 20.

Kings, 10 mg. "tar," 0.8 mg. nicotine
100's, 12 mg. "tar," 0.8 mg. nicotine
All per cigarette by FTC method.

Warning: The Surgeon General Has Determined
That Cigarette Smoking Is Dangerous to Your Health.

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MS's suggested pricing based on full price brands.
Not available in all areas.